



# NEWS RELEASE

CALIFORNIA SECRETARY OF STATE **KEVIN SHELLEY**

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## **Secretary of State Kevin Shelley Announces Latino Outreach Partnership to Educate Voters**

*Partners with NALEO Education Fund, Univision, Entravision, La Opinion, and The Hispanic Broadcasting Corporation to send a message of registration and participation to Californians.*

LOS ANGELES—California Secretary of State Kevin Shelley is initiating an aggressive voter outreach effort among the Latino community to boost voter participation on Election Day. Secretary Shelley is launching the Spanish language component of his “My Vote Counts” voter education program to encourage Latino voter participation in California.

“We must close the participation gap that exists between voters and nonvoters in this state. “I believe that initiating the ‘My Vote Counts’ program in partnerships with organizations like NALEO, *La Opinion*, *Univision* and *Entravision*, will make significant strides toward achieving this goal,” said Secretary Shelley.

Shelley, at a joint press conference with NALEO, *La Opinion*, *Univision* and *Entravision*, today unveiled the Spanish language public service announcement component of his newly launched “My Vote Counts” program, designed to reach out to as many Californians as possible with the information needed to fully participate in the October 7, 2003 statewide special election. In addition, Shelley announced an important combined effort with *La Opinion* to provide 150,000 Spanish language voter registration cards which were inserted in today’s edition of *La Opinion*.

Earlier this week, Shelley began promoting a new website, [www.myvotecounts.org](http://www.myvotecounts.org), featuring information on voter participation, including general instructions on registering to vote, downloadable absentee voter applications and voter information hotlines, both in seven different languages, as well as weblinks to county elections offices and a voter information guide for the October 7, 2003 statewide special election.

The Secretary emphasized five things Californians can do to get ready for Election Day: registering to vote, voting by mail, locating one’s polling place, reading carefully the voter information guide and sample ballot, and logging on to [www.myvotecounts.org](http://www.myvotecounts.org) for more information.